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Gaskill Elected As President of Ross Associates

T. J. Ross has become chairman of the board and chief executive officer of T. J. Ross and Associates Inc. (formerly Ivy Lee and T. J. Ross), one of the oldest public relations firms in the U.S.

William J. Gaskill, who has been executive vicepresident, was elected president. Earl Kirmser, formerly a vicepresident, becomes executive vicepresident and a director.

Mr. Ross has headed the firm since the death of Ivy Lee in 1934. Mr. Ross has been associated with the firm since 1919.

Mr. Gaskill, who has been associated with the Ross organization 12 years, has been identified with public relations and allied work more than 20 years. He began his career in newspaper work in Trenton, N. J. He later taught at Pennsylvania State University before becoming an editor of the Gallup Poll. He spent a number of years in Hawaii carrying out economic and public attitude studies and work in public information. He was for five years public relations director of the Dole Pineapple Company.

Mr. Kirmser, also a former newspaperman, associated with the Ross firm since 1963, was director of public relations for Rheem Manufacturing Co.